Canon PowerShot A490

Digital Compact Camera new

Product Specification

Technology and features
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Affordable, easy and fun, the PowerShot A490 uses Canon know-how to let everyone take great 10 Megapixel photos. Its compact, lightweight design slips easily into any pocket.

Features

- 10.0 MP
- 3.3x optical zoom
- 6.2cm (2.5") LCD
- Smart Auto mode
- Simple design
- Shooting modes including Low Light
- Face Detection & Auto Red-Eye Correction
- DIGIC III
- Motion Detection Technology
- Long Play Movies with sound

Casual shooting with great results

Quality 10.0 Megapixel imaging
A 10.0 Megapixel sensor gives you the detail for superb, large-scale prints, or creatively cropping shots to perfection.

3.3X optical zoom
The 3.3x optical zoom lens is designed and manufactured by Canon to the high standards found throughout the Canon photographic range. In combination with digital zoom, magnification of up to 13x can be achieved.

6.2cm (2.5") LCD
A bright, 6.2cm (2.5") LCD lets you frame, review and share shots comfortably.

Smart Auto mode
Designed to let everyone take great shots, Smart Auto mode uses Scene Detection Technology to determine the shooting scene from subject brightness, contrast, distance and overall hue. The camera selects the scene type from 13 variables, applying the best settings for optimum output. Smart Auto mode also includes Smart Flash Exposure, which intelligently adjusts flash settings for optimum results.

Attractive and easy
The PowerShot A490 features a slim, lightweight design that makes it easy to take anywhere. A simple, intuitive button layout lets users of all ages start taking pictures right away.

14 shooting modes
A selection of 14 shooting modes makes it easy to get the right settings for any scene, including Low Light mode for great shots in darker conditions. Simply select the mode you want, and let the camera take care of everything else.

Face Detection Technology
A suite of Face Detection technologies detects multiple faces in a scene and adjusts focus, exposure, flash settings and white balance – for optimal results with natural-looking skin tones. Auto Red-Eye Correction identifies and removes the red-eye effect that can occur when shooting with flash.

DIGIC III
As well as powering intelligent camera technologies such as Smart Auto, Canon's DIGIC III processor ensures fast response times, superb image quality, advanced noise reduction and accurate colour reproduction.

Motion Detection Technology
Activated in Smart Auto mode, Motion Detection Technology ascertains movement in the shooting scene. The optimal ISO level is then automatically set, to minimise blur and maximise image quality.

Long Play Movies
Supplement your still images with fun 30fps VGA movie clips with sound. A Long Play mode lets you store twice as much footage on the camera's memory card.

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